



July 2023 Vol, No. 2

MILWAUKEE COUNTY OFFICE OF EQUITY PRESENTS
MKE5K23
 MEN'S WALK • RUN



Milwaukee County Executive David Crowley (front row, second from the right), seen here with international marathon runner Gaulien "Gee" Smith of Gee's Clippers Owner (front row, first from the right) served as one of three honorary co-chairs for the

MKE5K23 Men's Health Annual Walk/Run, which took place on Saturday, July 8.

Milwaukee County Office of Equity Presents MKE5K23 – Men's Health Walk/Run

To encourage the pursuit of healthy lifestyles among men of color, MKE5K23 Men's Health Annual Walk/Run (MKE5K23) returned and took place at the Deer District near Fiserv Forum. Milwaukee County Office of Equity was the title sponsor of the MKE5K23 event along with Froedtert Hospital, Medical College of Wisconsin, Milwaukee Office on Violence Prevention, Versiti Blood Center of Wisconsin, and Pete's Food Market. Its route went up Dr. Martin Luther King Jr. Drive to Garfield Avenue and back.

One of the honorary co-chairs was Milwaukee County Executive David Crowley and he said, "This type of event is exactly the kind effort needed to help Milwaukee County reach its goal of becoming the healthiest county in the state by achieving racial equity. Finding ways to connect with historically underserved populations and vulnerable individuals is key to bridging the huge gaps in health disparities we see today. Educating men and their families about living active lifestyles and building healthy habits, like walking, is a great place to start bridging those gaps."

MKE5K23 featured various activities like health screenings, fitness demonstrations and post-walk/run snacks. Froedtert Hospital hosted its hospitality area with over thirty doctors in attendance and Versiti hosted a basketball skills challenge for guests.





Leaders Connect at Black Executive Director Breakfast

On Friday, June 12, the Milwaukee County Office of Equity (OOE) sponsored the first gathering of Black non-profit executive directors. The initiative was organized and led by Village MKE and the African American Leadership Alliance of Milwaukee (AALAM) with catalytic support from Rick Banks, OOE's Senior Program Manager of African American Affairs, and the OOE Team.

Over 40 local leaders attended and participated in conversations around their challenges as executive directors and Black non-profit leaders. Additional discussion centered on the need for more opportunities such as this to connect with others who experience similar issues. Many attendees recounted that this was the first time they had seen such a gathering of Black non-profit leaders.

Research shows that Black nonprofit executives and leaders bring strategies that address racialized experiences of communities of color and the issues these communities face. However, they experience disparities in funding from the philanthropic community which affects their ability to expand and deepen their impact. ([Racial Equity and Philanthropy: Disparities in Funding for Leaders of Color Leave Impact on the Table | Bridgespan](#)).

Moving forward Village MKE, AALAM and the OOE will continue to convene the group to offer technical support, networking, and collaboration opportunities, and facilitate collective impact on African American populations in Milwaukee.

Advancing Health Literacy Project Gets Input on Real-Life Messaging

The ability to communicate clearly and effectively is the primary goal for many of us, whether it's a one-on-one conversation or a radio commercial. When it comes to delivering very important health information, that ability can be strained if the audience doesn't believe in the message or its source. Health care providers faced this challenge during the peak years of the COVID-19 pandemic.


Earlier this spring, the City of Milwaukee Office of African American Affairs (OAAA) and the Milwaukee County Office of Equity (OOE) hosted the Advancing Health Literacy Project Kickoff on March 27. As a follow-up to the kickoff, OOE's Research and Advocacy Manager Ciara Hartzog facilitated two listening sessions to gain more insight into how Milwaukee County residents receive various types of health care messaging. The listening sessions took place on Monday, May 22nd, and Monday, June 12th at the City of Milwaukee OAAA's building located at 4828 W. Fond du Lac Ave.

The focus of both listening sessions was to receive feedback on healthcare video messages and public awareness campaigns. The feedback collected during these sessions will assist in the design of health-related public awareness communication campaigns, intended for racial and ethnic minority groups, that invoke cultural relevancy.

During the first listening session, participants discussed their personal experiences with COVID-19 and watched healthcare video messaging developed by INPOWER, a Milwaukee-based, minority and woman-owned marketing company. While personal experiences and thoughts on the healthcare video messaging varied, four out of five participants preferred to receive such messages from a medical professional, such as a doctor or pharmacist.

At the second listening session, participants viewed and discussed local and national public awareness campaigns: [Sponge Babies](#), [Operation Take it EZ](#), [City of Milwaukee Health Department Mental Health Awareness Month - Perinatal Mental Health](#), and [Know Your Lemons](#). The participants were asked questions regarding the likeability of the campaigns, reliability, readability, messaging, and persuasiveness to act. The participants of this listening session provided a critical analysis of all the campaigns and had follow-up questions regarding data reporting demonstrating the efficacy of campaigns and how to access additional information.

The input from participants was delivered to the City of Milwaukee Office of African American Affairs to determine the next steps in developing effective healthcare messaging for Milwaukee's diverse community groups.





Milwaukee County Executive David Crowley (top pictures), joined by the Milwaukee County Board of Supervisors, department heads and members of their staff, marched in the 52nd Annual Juneteenth Day Parade on Monday, June 19. Through OOE's sponsorship of events like the Heal the Hood Summer Block Party and the Indaba Nights Concert Series (bottom pictures), several Milwaukee County departments and divisions like the Department of Health and Human Services (DHHS) Wraparound Milwaukee Program, we are able to help them connect with residents in a host of settings.

Local Events Create Connections for Milwaukee County Departments

On behalf of Milwaukee County, the Office of Equity (OOE) sponsored two events that allowed us and our colleagues to connect and celebrate with the community.

On Saturday, May 27, the Heal the Hood MKE Summer Block Party connected residents of all ages to local Black-owned businesses as well as organizations, including several Milwaukee County departments and divisions, committed to providing tools and resources for a safe and enjoyable summer.

Likewise, OOE was a sponsor of Milwaukee's 52nd Annual Juneteenth Day (June 19) Parade and Festival. Milwaukee County had a sizeable presence in the parade led by

Milwaukee County Executive David Crowley and Chairwoman Marcelia Nicholson. A diverse mix of Milwaukee County leaders and their staff and members of the Milwaukee County Youth Commission greeted parade-goers from 14th Street and Atkinson Avenue to Locust Street and Dr. Martin Luther King Jr. Drive. As part of the Juneteenth Festival, several departments shared their programs, services and upcoming events with thousands of visitors in attendance.

As part of its sponsor of St. Ann Intergenerational Center's Indaba Ball, which was held during Black History Month, OOE is the lead sponsor of its Indaba Nights Concert Series. The series features local musical groups and other performing arts every Wednesday evening, beginning June 7 through August 30 at its location near 24th and North Avenue. Through our involvement, other Milwaukee County Departments and divisions have another means to connect with residents and raise awareness of their services.

Be sure to scroll down to see events where Milwaukee County and the Milwaukee County Office of Equity will be this month and in August!

Meet the Staff – Jacqueline Zeledon

Name and job title.

Jacqueline Zeledon, Strategic Communications Manager

Describe your job in one sentence.

I serve as the chief storyteller for the Milwaukee County Office of Equity by sharing how our work supports Milwaukee County's vision to achieve racial equity by becoming the healthiest county in the state of Wisconsin.

In two sentences, how do you hope to make an impact through your work?

Through my work, I want to impact residents, especially those from underserved communities, by connecting them with information and resources that will help them and their families thrive. Much of what I do involves using various communication tools to relay this message on behalf of my colleagues.

Contact me for...media inquiries (interviews with members of the Office of Equity), information sharing through Milwaukee County Equity Compass and other digital media, and advertising or sponsorship opportunities. My area of expertise is in integrated marketing communications with an emphasis on public relations.



When I'm away from work you can find me ... taking on a DIY craft project. Pinterest gets me into so much trouble!



Upcoming Events (July and August)

Milwaukee County Office of Equity, along with colleagues from other Milwaukee County departments, look forward to seeing you at these upcoming events in which we are the sponsors. You're also invited to the events hosted by our community partners.

[Indaba Nights Concert Series](#) – Every Wednesday now through August 30, 6:30 p.m. to 8:30 p.m., 2450 W. North Avenue

Indaba Nights 2023 is a free Wednesday night series showcases local performers from June through August at the [Indaba Bandshell](#), located at the rear of the property of St. Ann Center's Bucyrus Campus, 2450 W. North Ave.

[Black Arts Fest MKE](#) – Saturday, August 5, 12 p.m. to 10 p.m., 200 N. Harbor Drive

Black Arts Fest MKE celebrates the deep roots of African Heritage and the creativity of Black Cultural Arts as it strives to educate all and strengthen pride in African ancestry. Black Arts Fest MKE is packed with fun-filled festivities with exciting programming featuring art, education, music, entertainment, poetry, dance, fashion, literature, heritage, health, wellness, community, cuisine, vendor markets and more.

[Caribbean & Latin American Festival](#) – Saturday, August 5, 9 a.m. to 9 p.m., 2nd and Mitchell Streets

The Caribbean & Latin American Festival is a one-day celebration featuring the diversity of every country that makes up the Caribbean & Latin America--Puerto Rican, Cuban, Dominican, Mexican, Jamaican, and more. The festival will have live cultural entertainment, contests, music, exhibitors, and vendors.

[Mexican Fiesta](#), August 25, 26 and 27, 12 p.m. to 12 a.m., 200 N. Harbor Drive

Mexican Fiesta is a showcase of heritage mixed with fun, food, music and culture for everyone to enjoy. All are invited to take in the beauty of Mexican culture at the Cultural Pavilion, choose from the variety of food vendors, view folk dancing, support local Milwaukee businesses and more.

Upcoming Events Hosted by Our Community Partners



BIKE+ STEAM Fest 2023

7-28-23

FREE

Washington Park
4599 W. Lloyd, MKE

Attendees will experience science experiments & upon completion, will be eligible to receive a **FREE BIKE.**

Event Start: 12PM
Bike Giveaway: 3PM
Bike Ride: 5-7PM

Logos: American Family Foodbank, STEAM, URBAN ECOLOGY CENTER, SHARP Literacy, and others.



2023 BACK-TO-SCHOOL FESTIVAL

"TOGETHER ONCE AGAIN"

**AUGUST 12, 2023
11:00AM - 3:00PM**

**DR. MARTIN LUTHER KING, JR.
COMMUNITY CENTER PARK**

**FREE BOOKBAGS FILLED WITH
SCHOOL SUPPLIES, GAMES,
LUNCH SERVED AND A DAY OF FUN
FOR CHILDREN AND FAMILIES.
VENDORS WELCOME.**

PLEASE CALL 414-344-5600 FOR MORE INFORMATION



The Milwaukee County Office of Equity is catalytic to Milwaukee County's vision to be the healthiest county in Wisconsin by achieving racial equity. We value and empower residents to identify and create impactful change through awareness, responsibility, and action. We work to challenge and change policies, practices, and power structures that have resulted in historic and persistent barriers to equity.

Editor: Jacqueline Zeledon

Assistant Editor: Zari Miller

Contributors: Rick Banks and Ciara Hartzog

Milwaukee County Office of Equity, 2758 N. Dr. Martin Luther King Jr. Drive

County.Milwaukee.gov/EN/Office-of-Equity

[Facebook @MKEOOE](#)

[Instagram @ mkeooequity](#)

[Twitter @mkeOAAA](#)